



Creating A New Range of Kurties Using Kutch Embroidery on Chinese Motifs

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Abstract

Chinese art is a new demanding concept of today's fashion world. This study was an attempt to use the Chinese motifs for designing of kurties and assess the aesthetic appeal of the developed products using kutch embroidery of Gujarat. Total thirty designs were developed with the help of computer software "Adobe Photoshop". All the developed designs were subjected to visual evaluation for the opinion regarding the concept of performing kutch embroidery by using Chinese motifs on traditional kurtis before and after creating the designs on kurties by the survey of 100 female adults from 20 to 30 years of age. The cost of each article was calculated on the basis of expenditure on raw materials, labour charges, finishing charges and profit margin. The designing of kurties with Chinese motifs using kutch embroidery has paved the way for a wide new world of product diversification that could lead to a flourishing market.

Keywords: Chinese motifs, Kutch embroidery, Designer kurti.

Introduction

Fashion has a great impact on people which creates a link between people and society by developing new trend as well as encourage the designers to enhance their innovative creation by using traditional and cultural values to fashion world¹. Embroidery of Kutch has withstood the ravages of time and tough competition with other handicrafts of the region. Government has initiated to promote kutch as tourist place and favouring industrial development in that area to enhance life style as well as traditional work its embroidery².

The Origin of Kutch embroidery was practised from the sixteenth and seventeenth century in Gujarat. Kutch embroidery is quite famous for its designing and by placing in a new concept it can specify its traditional values and ancient Indian work in a new way³. Motifs used by the selected communities revealed that the major source of inspiration is nature and objects used in routine life of the artisans for all the embroideries such as flora–fauna, human figures, animals, birds and emotion symbols. The motifs are widely used for decorative creation and symbolize the ancient or historical background of their originate place. These motifs which are used in Chinese costumes are very similar to present on various ceramics⁴. So the aim of this study was to perform kutch embroidery on Indian traditional kurtis by using Chinese motifs.

Methodology

Chinese motifs were searched from internet and various literatures from the past. The selected or appropriate motifs were developed by using Adobe Photoshop. These Chinese

motifs were designed and displayed on kurtis by using kutch embroidery⁵. The fabrics used for manufacturing these kurtis were cotton, cotton silk, glaze cotton and crushed fabrics, etc. The survey was conducted on 100 females regarding the concept of designing various Chinese motifs on Indian female traditional cloths i.e. kurtis; before implementation of this products and after creating the product. The target age group for this survey was 20 to 30 year. Their opinions were collected on different category. These categorical data were tabulated and analysed by chi-square test using SPSS.

Results and Discussion

The opinion of various people on different category of pre and post creation of the kurtis were observed. The positive reviews were collected from most of the people as regarding the concept of traditional designer kurti with creating Chinese motifs (Figure-3) before and after the creation of these products (Figure-1 and Figure-2).

The significant differences in most of the category support these results. There were significant differences (<0.05) regarding the purpose of kurti, colour combination of kurti, Indian traditional kurti and pre and post creation of kurtis. Although there was increase in number of support to this concept after creating these kurtis but the differences were not significant on remaining category i.e. designer kurti, length of kurti, fabric pattern, and embellishment of kurti. The main concept of this study to create kutch embroidery on Chinese motifs were highly appreciated by the survey and significant difference (<0.05) of pre and post creation to support this (Table-1).

Table-1
Presentation of opinions on different Category

	Pre creation	Post Ceation	Chi-square X value	p value
Designer Kurti				
Like	80	89	3.092	0.117
Dislike	20	11		
Purpose of Kurti				
Like	80	92	5.98	0.024
Dislike	20	8		
Colour combination of kurti				
Like	72	90	10.526	0.002
Dislike	28	10		
Length of kurti				
Like	82	70	3.947	0.068
Dislike	18	30		
Indian traditional kurti				
Like	85	95	5.556	0.032
Dislike	15	5		
Fabric pattern of kurti				
Like	74	70	0.397	0.637
Dislike	26	30		
Embellishment of kurti				
Like	74	80	1.016	0.401
Dislike	26	20		
Kutch embroideries on Chinese motifs				
Like	84	95	6.438	0.019
Dislike	16	5		

by using chi square test



Figure-1

Presentation of Chinese motifs using Kutch embroidery on black kurti



Figure-2

Blue kurti showing Chinese motifs using Kutch embroidery



Figure-3

Presentation of various Chinese motifs

Conclusion

Performing the kutch embroidery on Chinese motifs were very much appreciated by the people and it can be easily adapted by the youth. The concept of designing kutch embroidery by using Chinese motifs can highlight the traditional concept in modernize manner. Developed designed for kurties can be incorporated successfully in textile and other designing field. Consequently this type of work can directly increase the means for employment by designing kurties with Chinese motifs using kutch embroidery.

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